

TvSCAN Direct - Susan

Broadcast Order/Confirmation

Elise Cloyd - 8/17/12 10:57 AM

Miami-Ft. Lauderdale - MAYJUL Nielsen

Qualitative Criteria: Release 1 2012 Feb11-Jan12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republicn and registered to vote in district of residence and always vote in presidential elections

Buyer Elise Cloyd
Client Restore Our Future

Order Number 1,938
Campaign Est. 1938
Flight Flight 1 08/21/12-08/27/12

Station WFOR
Address

Agency Mentzer Media
Address 600 Fairmount Avenue
Suite 306
Towson
MD 21286

WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
QAJ P 35+													
EARLY MORNING													
Tu-Fr 6:00a-7:00a	\$600	Aug21-Aug24	:30	8	--	2	2	2	2	--	--	1	
EARLY SHW-CBS													
Tu-Fr 7:00a-9:00a	\$600	Aug21-Aug24	:30	8	--	2	2	2	2	--	--	1	
CH 4 NEWS-5PM													
Tu-Fr 5:00p-6:00p	\$1,500	Aug21-Aug24	:30	8	--	2	2	2	2	--	--	2	
CBS 4 NEWS-6PM													
Tu-Fr 6:00p-6:30p	\$1,500	Aug21-Aug24	:30	4	--	1	1	1	1	--	--	2	
ENTERTAINMENT TONIGHT													
Tu-Fr 7:00p-7:30p	\$1,500	Aug21-Aug24	:30	8	--	2	2	2	2	--	--	2	
INSIDER													
Tu-Fr 7:30p-8:00p	\$1,500	Aug21-Aug24	:30	6	--	2	2	2	--	--	--	2	
D LETTRMAN-CBS													
Tu-Fr 11:35p-12:37a	\$600	Aug21-Aug24	:30	8	--	2	2	2	2	--	--	1	
CH 4 NWS 11 PM													
Tu-Su 11:00p-11:35p	\$2,500	Aug21-Aug26	:30	12	--	2	2	2	2	2	2	3	
NCIS													
Tue 8:00p-9:00p	\$8,000	Aug21-Aug21	:30	2	--	2	--	--	--	--	--	9*	
NCIS: LA													
Tue 9:00p-10:00p	\$7,500	Aug21-Aug21	:30	2	--	2	--	--	--	--	--	8*	
48 HOURS MYSTERY													
Tue 10:00p-11:00p	\$5,500	Aug21-Aug21	:30	2	--	2	--	--	--	--	--	8*	

* - Denotes estimated item(s).

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TAPSCAN
Software Suite

TvSCAN

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WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
CRIMINAL MINDS													
Wed 9:00p-10:00p	\$6,000	Aug22-Aug22	:30	2	--	--	2	--	--	--	--	5	
CSI													
Wed 10:00p-11:00p	\$5,000	Aug22-Aug22	:30	2	--	--	2	--	--	--	--	5	
THE MENTALIST													
Thu 10:00p-11:00p	\$6,000	Aug23-Aug23	:30	2	--	--	--	2	--	--	--	9*	
NFL PRSSN: DOLPHINS													
Fri 7:30p-10:30p	\$10,000	Aug24-Aug24	:30	2	--	--	--	--	2	--	--	8*	
SUNDAY MRN-CBS													
Sun 9:00a-10:30a	\$1,600	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	3	
FACE NATN-CBS													
Sun 9:30a-10:00a	\$1,300	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	2	
60 MINUTES-CBS													
Sun 7:00p- 8:00p	\$8,000	Aug26-Aug26	:30	2	--	--	--	--	--	--	2	9*	
GOOD WIFE													
Sun 9:00p-10:00p	\$5,000	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	5*	
MENTALIST													
Sun 10:00p-11:00p	\$5,000	Aug26-Aug26	:30	2	--	--	--	--	--	--	2	5*	
SPORTS WRAP													
Sun 11:35p-12:05a	\$500	Aug26-Aug26	:30	1	--	--	--	--	--	--	1	1	
EARLY MORNING													
Mon 6:00a- 7:00a	\$600	Aug27-Aug27	:30	2	2	--	--	--	--	--	--	1	
EARLY SHW-CBS													
Mon 7:00a- 9:00a	\$600	Aug27-Aug27	:30	2	2	--	--	--	--	--	--	1	
CH 4 NEWS-5PM													
Mon 5:00p- 6:00p	\$1,500	Aug27-Aug27	:30	2	2	--	--	--	--	--	--	2	
CBS 4 NEWS-6PM													
Mon 6:00p- 6:30p	\$1,500	Aug27-Aug27	:30	1	1	--	--	--	--	--	--	2	
ENTERTAINMENT TONIGHT													
Mon 7:00p- 7:30p	\$1,500	Aug27-Aug27	:30	2	2	--	--	--	--	--	--	2	
INSIDER													
Mon 7:30p- 8:00p	\$1,500	Aug27-Aug27	:30	2	2	--	--	--	--	--	--	2	
D LETTRMAN-CBS													
Mon 11:35p-12:37a	\$600	Aug27-Aug27	:30	2	2	--	--	--	--	--	--	1	
CH 4 NWS 11 PM													
Mon 11:00p-11:35p	\$2,500	Aug27-Aug27	:30	2	2	--	--	--	--	--	--	3	

WFOR Totals \$232,900

99

Reach / Frequency

281

\$828.83

58.9

4.8

Monthly Aug 2012 Sep 2012
 Gross Cost \$213,800.00 \$19,100.00

* - Denotes estimated item(s).

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.

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